



ABOUT PERFUME

Formed in 2000, top electro-pop trio **Perfume** (a-chan, KASHIYUKA and NOCCHI) are one of the most influential girl groups in Japan, beloved for their futuristic concept and creative performances.

The group made their debut in 2005 and broke through with monster hit single “Polyrhythm” in 2007, taking techno-pop music and culture to the mainstream. Signing with Universal Music Japan in 2012, Perfume began their global activity, with sold-out tours around Asia and later in Britain, Europe and the United States. Their first album with Universal, 2013’s *Level3*, became their 5th consecutive No. 1 album in Japan, breaking a domestic record. After becoming the No. 3 most-tweeted about artist at SXSW 2015 with their futuristic performance, they released *Cosmic Explorer* in 2016, which reached No. 1 on the iTunes Electronic Album chart in 11 countries including the US, Canada and Mexico.

In recent years, Perfume has pushed the boundaries of possibility in pursuit of a new breed of entertainment — innovative projects that redefine the relationship between technology and body, spectator and performer. On [Perfume’s new global site](http://www.perfume-global.com), you’ll find an overview of their work to date, ranging from live performances to music videos, websites, and even a mobile app.

www.perfume-global.com

www.perfume-web.jp

www.facebook.com/Perfume.global

www.twitter.com/perfume_um

www.youtube.com/user/Perfume

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